

DM	T&D	REP
1224		
1225		
1226	✓	16
1229		
1230	✓	13
PTC	SAM	
ROM	PA	SC
RM	PC	MO
1240	1242	SAM

## COPIES TO:

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> ALL REPS.                        | <input type="checkbox"/> ALL MGRS. |
| <input type="checkbox"/> DIV. MGRS.                       | <input type="checkbox"/> CAM       |
| <input type="checkbox"/> REGION                           | <input type="checkbox"/> ROM       |
| <input type="checkbox"/> P & A                            | <input type="checkbox"/> SYSTEMS   |
| <input type="checkbox"/> P & P                            | <input type="checkbox"/> MATERIALS |
| <input checked="" type="checkbox"/> REPS. & MGRS. W/CHAIN |                                    |

## FILE RESPONSIBILITY

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> P & A            | <input type="checkbox"/> SYSTEMS   |
| <input checked="" type="checkbox"/> P & P | <input type="checkbox"/> MATERIALS |

March 6, 1995

To: Managers & Reps with Laneco/Ultra IGA Stores

Subject: Co-Marketing Accrual Program with:  
Laneco - CID #1304-0000  
Ultra IGA - CID #1289-0000

Arrangements have been made to conduct a Co-Marketing Program with Laneco Inc./Ultra IGA Stores. the promotion will involve Winston Kings, Winston Light Kings, Salem Kings, Salem Light Kings, Salem Slim Box, Winston Select Kings, Winston Select Box, and Winston Select Light Box.

All cigarettes will be packed in 3-pack special offer Sleeves By Super Valu and shipped to all stores that have an RJR express check lane. There will be two ship dates.

Week of 3-6-95

- all stores receive 2 shippers each of Winston Base and Salem
- Reps or part time persons should contact stores the week of 3-13-95 to fill dump bin area, place P.O.S. and price 3-pack sleeve.

Week of 3-27-95

- all stores receive 1-5 shippers each (Winston Select, Winston Base, and Salem).
- Sales Rep or Part Time person contact store week of 4-3-95 to fill dump bin area, place P.O.S., and price 3-pack sleeve.

Pricing for 3-pack sleeve

PA \$4.99 + tax  
NJ \$5.29 + tax

Laneco  
1324 04 +3  
05  
1332 01 +1  
07  
08  
09

1334 14 +3

Ultra IGA  
1327 10 +3  
1334 06 +3  
08  
09  
10  
11

51853 3597

(21)

Thank you in advance for your consideration with this chain. If you have any questions my voice mail # is 71460.

Sincerely,

Jim Herlihy

51853 3598